



**POSITION:** Digital Services Website Manager  
**CLASSIFICATION:** Regular, Full-Time  
**PAY BASIS:** Full-Time/Non-Exempt  
**LOCATION:** NYC Metro; Hybrid: On site with some remote work  
**REPORTS TO:** Director of Digital Services  
**SALARY RANGE:** \$60,000 - \$65,000

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### **The Organization**

New 42 catalyzes the power of performing arts to spark new perspectives, incubate new works and create new opportunities for us all. Through the nonprofit's signature projects — New Victory Theater (New York City's premier theater for kids and families) and New 42 Studios ("Broadway's secret laboratory") — New 42 makes extraordinary performing arts a vital part of everyone's life, from the earliest years onward.

We believe that representation matters both on the stage and behind the scenes, and seek employees who feel the same. We also know that creative people often come with non-traditional resumes and experience; if you believe you'd be a great fit here, please don't count yourself out—we want to hear from you! Read more below on how to apply.

### **The Position**

The **Digital Services Website Manager** will create and maintain the growth of an attractive, accurate and useful online presence for New 42 and its projects (The New Victory Theater and New 42 Studios). They are primarily responsible for: web content planning with interdepartmental stakeholders, web page layout and publication, and project management. At this time, work is performed on site during normal business hours (9:30am-6pm ET) with some work from home and outside of normal business hours if needed.

In addition to managing web properties, the Digital Services department is responsible for the CRM Enterprise Software for Ticketing and Fundraising (Tessitura), Email Marketing System (WordFly) and other internal and external Digital Assets. This role works within the context of the larger Communications Team which also includes: Marketing, Social Media, Graphic Design, Video Content Creation and Public Relations.

### **Primary Duties & Responsibilities**

- Collaborate with client departments (e.g. Development, Artistic Programming,



Education) to create and update web content across New 42 web properties

- Facilitate meetings, build production schedules, traffic approvals and handle web deployments
- Support established goals for ecommerce and web functionality, data integrity and web design best practices
- Serve as a proofreader for the web and enforce established design and style guides
- Optimize web content and related metadata for SEO, digital accessibility and social sharing best practices
- Monitor website traffic to analyze user behavior, improve content delivery and suggest modifications
- Create strategies with Communications Team around new content and news items
- Maintain an ongoing, interdepartmental web publishing calendar
- Syndicate web content to supplemental platforms as needed
- Represent New 42 and New Victory at public events, meetings as needed
- WordPress, Google Analytics/GA4 Power User
- Actively engage and participate in ongoing Equity, Diversity and Inclusion work within the organization, including the centering of anti-oppressive practices within the Digital Services department for the advancement of New 42 as an anti-racist organization.

### **Essential Knowledge & Qualifications**

- Proficiency with Google Suite and Microsoft Office 2010 applications
- Knowledge of related technologies (HTML/XHTML, CSS, Google Analytics, Google Search Console, etc.)
- Knowledge of content management and project management systems
- Familiarity with UX best practices, web design principles including mobile-first,



responsive design and WCAG 2.0+

- Ability to accurately estimate web content production timelines
- Keen attention to detail and good listening skills
- Excellent interpersonal skills, ability to summarize technical details clearly
- Flexibility to collaborate successfully on projects with multiple stakeholders
- Bachelor's degree or equivalent experience

### **Why Should I Apply?**

New 42 provides employees with a generous benefits package which includes health, vision, and dental insurance (that begins the first day of employment), a pension plan (following one year of employment with 100% vesting after 3 years eligible service), 403(b) tax-deferred savings plan, short and long-term disability, Flexible Spending Account, a commuter benefit plan, and generous paid time off.

### **Equal Opportunity Employer**

New 42 is an Equal Opportunity Employer and prohibits discrimination and harassment of any kind: New 42 is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetic information, predisposition or carrier status, disability, age, military or veteran status, or any other status protected by applicable law.

New 42 is committed to anti-oppressive practices in all departmental business processes; we aim to prioritize and advance as an anti-racist and anti-oppressive organization.

### **Accessibility Needs**

Any applicants needing accommodations for accessibility purposes, please don't hesitate to let us know what you need.

### **Notes from Human Resources**



For the safety of our guests and staff, New 42 requires employees to be fully vaccinated against Covid-19, which includes booster(s) as eligible. Documentation of vaccination status must be provided if an offer of employment is made.

**How To Apply**

Email a cover letter describing your interest in and suitability for this role together with your resume to [digital.hr@new42.org](mailto:digital.hr@new42.org) and reference "Digital Services Website Manager" in the subject line.